

ABSTRAK

FRISKA TAMPUBOLON, NIM. 3203331011, “Karakteristik Peluang Usaha Karyawan Perkebunan PT LTS ADE Dalam Upaya Peningkatan Sosial Ekonomi Keluarga Kecamatan Tanjung Medan, Kabupaten Rokan Hilir, Provinsi Riau.

Penelitian ini bertujuan untuk menganalisis kondisi sosial ekonomi karyawan, karakteristik peluang usaha berdasarkan potensi individu, peluang usaha dari potensi lingkungan sekitar, serta sebaran jenis peluang usaha di Perkebunan PT LTS ADE. Metode yang digunakan adalah deskriptif kuantitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan kuesioner. Sampel penelitian terdiri dari 54 keluarga karyawan dengan status PKWT dan harian lepas.

Hasil penelitian menunjukkan bahwa kondisi sosial ekonomi karyawan masih tergolong rendah, terutama bagi pekerja harian. Banyak karyawan memanfaatkan peluang usaha kecil seperti jasa pangkas rambut, penjualan makanan, usaha bengkel, dan peternakan untuk menambah pendapatan. Potensi lingkungan sekitar perkebunan, seperti akses pasar lokal dan bahan baku, mendukung perkembangan usaha tersebut. Sebaran peluang usaha ditemukan tersebar di Divisi I hingga Divisi IV perkebunan, dengan lokasi strategis untuk memenuhi kebutuhan masyarakat sekitar.

Hasil penelitian menunjukkan bahwa:

1. Sebanyak **65% karyawan** memiliki pendapatan pokok di bawah Rp 3.000.000 per bulan, sehingga mencari penghasilan tambahan melalui usaha kecil.
2. Sebanyak **70% karyawan** memiliki potensi keterampilan seperti menjahit, pangkas rambut, atau berdagang yang dimanfaatkan untuk membuka usaha.
3. Sebaran jenis usaha ditemukan di **90% area perkebunan**, dengan usaha dominan seperti penjualan makanan, bengkel, dan peternakan.
4. Sebanyak **85% responden** merasa terbantu secara ekonomi melalui usaha tambahan, yang berkontribusi dalam menunjang kebutuhan pendidikan anak dan kesejahteraan keluarga.

Kesimpulan penelitian menunjukkan bahwa peluang usaha memberikan kontribusi signifikan terhadap peningkatan ekonomi keluarga karyawan. Namun, dukungan lebih lanjut dari perusahaan dan pemerintah, seperti pelatihan kewirausahaan dan akses modal, diperlukan untuk mengoptimalkan potensi tersebut.

Kata Kunci: *Sosial Ekonomi, Karakteristik Peluang Usaha, Potensi Lingkungan, Sebaran Usaha*

ABSTRACT

FRISKA TAMPUBOLON, NIM. 3203331011, “Characteristics of Business Opportunities for PT LTS ADE Plantation Employees in Efforts to Improve the Socio-Economics of Families in Tanjung Medan District, Rokan Hilir Regency, Riau Province.

This study aims to analyze the socio-economic conditions of employees, characteristics of business opportunities based on individual potential, business opportunities from the potential of the surrounding environment, and the distribution of types of business opportunities at PT LTS ADE Plantation. The method used is quantitative descriptive with data collection techniques through observation, interviews, and questionnaires. The research sample consisted of 54 employee families with PKWT and casual daily status.

The results of the study indicate that the socio-economic conditions of employees are still relatively low, especially for daily workers. Many employees take advantage of small business opportunities such as hairdressing services, food sales, workshops, and livestock to increase income. The potential of the environment around the plantation, such as access to local markets and raw materials, supports the development of these businesses. The distribution of business opportunities was found to be spread across Division I to Division IV of the plantation, with strategic locations to meet the needs of the surrounding community.

The results of the study show that:

1. As many as 65% of employees have a basic income of less than Rp3,000,000 per month, so they seek additional income through small businesses.
2. As many as 70% of employees have potential skills such as sewing, hairdressing, or trading which are used to open a business.
3. The distribution of business types is found in 90% of plantation areas, with dominant businesses such as food sales, workshops, and livestock.
4. As many as 85% of respondents feel economically helped through additional businesses,

which contribute to supporting children's educational needs and family welfare.

The conclusion of the study shows that business opportunities make a significant contribution to improving the economy of employee families. However, further support from companies and the government, such as entrepreneurship training and access to capital, is needed to optimize this potential.

Keywords: Socio-Economic, Characteristics of Business Opportunities, Environmental Potential, Business Distribution

